

AMONG THE AUTOMOBILISTS

MAKERS OF LIGHT CARS BEHIND ON THEIR ORDERS.

Benjamin Briscoe, Chairman of American Motor Car Manufacturers Association, Says Fad for Excessive Power Has About Ended—Small Machines Efficient.

"With the season of 1908 began what Darwin would characterize the process of 'reversion to type' in automobiles—to lower powered cars," says Benjamin Briscoe, chairman of the committee of management of the American Motor Car Manufacturers Association and head of the Maxwell-Briscoe concern. "The fad for excessive power has about run its course and I believe we have seen the last of the road racing monster."

"If other signs were lacking, the mere fact that practically every maker of moderate powered cars is oversold would prove this contention. For the lighter models, the demand all season has been hundreds in excess of the output and many firms will begin on their manufacturing plans for next season without being able to come anywhere near satisfying the demand for their smaller cars this summer. Every maker of moderate priced cars is in this enviable position. The only cars to be had to-day for immediate delivery are those of the excessively heavy type."

"It is not all a matter of price either. I can't see that the recent business depression has had any serious effect on the trade—of course many makers reduced their output in the early days of the financial flurry, but even had they built as many cars as they originally planned they still would have sold all they made of moderate priced machines."

"The fact is it took a few years to demonstrate to users that the first cost of a car is not the chief item to be considered, especially when it is a big car. Tire cost, fuel consumption, salary of chauffeur and all the other adjuncts of a luxurious road locomotive piled up a column of formidable figures at the end of the year. Lighter cars are the only salvation of most men who would continue to be automobilists."

"While the user has been learning his lesson in maintenance cost designers have been refining and simplifying until the 24 horsepower car of to-day is more efficient than the 40 of two or three years ago. Of course being less than half the weight—one-third in many cases—it is more economical of fuel, tires and upkeep generally. In the 40 horsepower roadster type of car we have seen high tide in the craze for power and speed, according to my opinion. The ebb has now set in and there will be a steady return to sane, to moderate powered, light weight, low priced cars capable of lawful speeds, which, after all, are the only enjoyable ones, especially for the motorist who likes to take his family out driving."

Xenophon P. Huddy of this city, who acted as one of the attorneys for R. H. Johnston in the latter's attempt to have the New Jersey State motor vehicle law declared unconstitutional, gave notice of an appeal to the Court of Common Pleas when Justice Harris fined Mr. Johnston \$100 on Friday for running his White steamer through the streets of Trenton on May 23 without a New Jersey license. Before judgment was rendered by Justice Harris Mr. Huddy made a formal motion to dismiss the complaint. His motion, which covers the ground on which the State law is to be attacked in the higher courts, was as follows:

First—That the required tax of \$10 a year which the New Jersey law demands of a non-resident owner of an automobile is a revenue tax and not a license fee imposed under the police power; that this revenue tax imposes an unconstitutional restriction upon the privilege of a non-resident citizen to enter the State of New Jersey, thereby infringing his liberty as guaranteed by the Federal Constitution.

Second—That the New Jersey tax of \$10, for the non-payment of which this defendant was arrested, constitutes an unconstitutional tax on interstate commerce, violating the Federal Constitution, which places interstate commerce within the exclusive jurisdiction of the United States Government.

Third—That this court has no power to impose a fine as directed by the New Jersey statute, since the New Jersey tax in question is a revenue tax, this proceeding being non-criminal in its nature, and this court, here to-day, if it imposes a penalty under the revenue tax will be exercising the power of taxation, which is exclusively delegated to the legislative department of the Government to the exclusion of the judicial.

Fourth—That this court has no power to impose a fine because the penalty, as prescribed in the New Jersey law, is discretionary with this court up to the sum of \$100, and that in order for the law to be valid the exact and precise limit must be determined by the legislature imposing the tax, and the power of the legislature to impose a tax cannot be delegated to this court.

If you intend to automobile abroad it is important to provide a complete description of your automobile, translated into French, if you are going to France or Italy, or into German if you are going to Germany, giving the maker's name, value and style of car, horsepower, number of cylinders and size, wheelbase, number of motor, power, weight in pounds and kilos, color and equipment. Incidentally, it may be remarked that acetone lamps are prohibited in cities and towns in France. Two side lights are required, right on white and left on green, also rear lamps showing from front and rear. Ship your car with the oldest tires you have, and you can discard them on arrival and equip with Michelin tires at about one-half what they cost in this country.

If you take over an American car have it make pack for you a box containing a duplicate of every essential part, including brakes, which you are likely to have to replace, which could not be readily made in a repair shop abroad. This box can be packed under your car in the crate and fastened to its bottom. Leave these parts at some central point from which anything you need can be sent you by express. Write to the manufacturer to be credited after your return with all parts not needed. Procure small photos—size 3 by 5—of the car, chassis, motor and yourself also if you expect to drive the car for obtaining licenses in countries other than Great Britain.

The city to city record breaking habit is growing out from the Pacific Coast, where it has spread from California to Washington. One of the most recent efforts of the kind was upon the record between Seattle and Tacoma, which J. A. Hess lowered to 1 hour and 10 minutes with a six cylinder car. The distance is forty-five miles over roads that are very rough and hilly, the electric train requires an hour and 25 minutes for the trip between the two towns.

The mechanical branch of the Association of Licensed Automobile Manufacturers is at present engaged in an effort to induce the insurance companies to grant more favorable rates to garage owners who observe certain rules and restrictions. The branch has been considering the matter of standard garage specifications with a view of having a universal adoption of specifications for unity in garage and shop construction as regards fire insurance. The specifications proposed by the National Fire Protection Association, representing the various insurance, engineering, architectural and contracting interests in the United States, were thoroughly discussed at the mechanical branch meeting in Cleveland last week. A representative of the mechanical branch is to attend a convention in Chicago of the National Fire Protection Association in the near future to urge that insurance companies reduce their rates in localities where garage owners have adopted reasonable precautions to protect their establishments from fire.

Consul-General Robert J. Wynne reports that taxicabs have become such a popular street vehicle in London that the demand for them is much greater than the supply.

The taxicabs are used by all classes of people day and night at the uniform rate of 10 cents a mile, and they present a most attractive appearance in chocolate, blue, yellow, red and green hues, with chauffeurs in the brightest and smartest liveries. Although scarcely a year has passed since these swift moving electric and petrol carriages appeared the capital already invested in London taxicabs is \$10,000,000. There are 748 taxicabs on the streets, 2,000 on order. The licensed drivers, an average of 55 certificates granted each week, their average day's takings of a taxicab being \$11.20. The average cost of a London taxicab is \$1,700, and its average takings are about \$78 a week.

Some chauffeurs already are buying their own taxicabs on the installment plan, and the picturesque hansom is disappearing, to be replaced by a more modern horseless carriage, which practically has been crowded aside by the motor omnibus.

Here's the Car the World Has Waited For

The Cadillac Company Realizes the Dream of the Age—A Multi-cylinder Car of Tremendous Strength Brought Within Reach of the Masses by Scientific Methods of Manufacture on a Huge Scale:

First Lot of 10,000 Now Under Way.

The New Four-Cylinder, Five Passenger, Thirty Horsepower

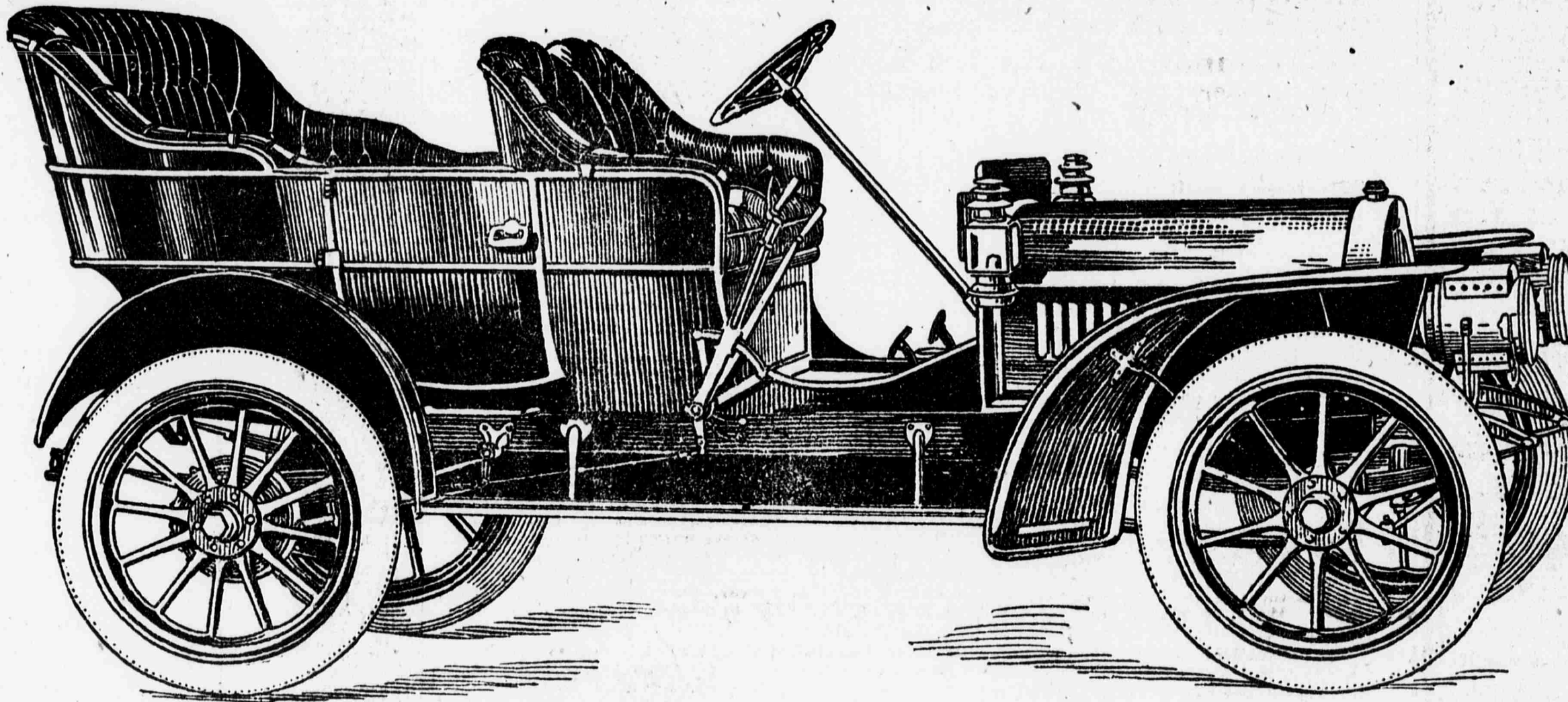
Cadillac

"Thirty"

An All Steel Masterpiece of Mechanical Simplicity and Service. To Be Sold for

\$1,400

Four Cylinders, Copper Jackets, 30 Horsepower; Selective Type, Sliding Gear, 3 Speed and Reverse Transmission; Wheel Base 101½ inches; Tires 32x3½ inches; Shaft Drive; Platform Springs; Seats Five Comfortably.



The New Thirty A "Steel King"

Built Throughout of Vanadium and Other Fine Alloys.

No Half-way Goodness About It

To Seek Its Mate You Will Have to Search the Ranks of the Most Expensive Touring Cars Built in America.

The parts for the first ten thousand Cadillac Thirties to be sold for \$1,400 are now in process of making.

They are being made in the great Cadillac factory at Detroit, Michigan—not in any one or any half dozen parts-factories throughout the country.

That is part of the secret of Cadillac standardization—part of the reason why the Cadillac Company is able to build this marvelous car which will give its owner the power and service of a \$5,000 investment.

These ten thousand Cadillac Thirties will be "worked through" the Cadillac plant in every essential part, from raw material upward—just as the 16,000 Cadillacs now in use were worked thro the same plant.

There will be no "assembling" of parts with its inevitable resultant evil of looseness, insecurity, parts which do not "fit" and the consequent liability to wear, repair, expense and short-life.

Of the 16,000 Cadillacs now in use all over America, not one has ever been reported as having gone out of commission. The first six of the sixteen thousand which left the factory are still running on the streets of Detroit.

That's the kind of durability you're going to get in the new \$1,400 4-cylinder Cadillac Thirty—durability which will mean a life of unlimited length for every car.

Vanadium steel will be employed in the construction of the new Cadillac Thirty.

The record of the little Cadillac—based on reports secured from several hundred owners selected at random—showed an average cost of upkeep of 50 cents a week. The little Cadillac was conceded to be the cheapest car in the world to maintain.

The same high degree of standardization which obtained in the little Cadillac and kept it out of the repair shop will obtain also in the Cadillac Thirty—because it will be built with the same magnificent special equipment, from infinitely finer materials, and by the same painstaking methods.

We can promise you, therefore, not only the cheapest big automobile in the world in point of price and value, but the cheapest automobile in the world in point of maintenance and upkeep.

Do you begin to realize now what a tremendously important thing the arrival of this new Cadillac really is?

Historians will date the new era in automobile manufacture from July 1st, 1908.

With the advent of the Cadillac Thirty there enters an economical epoch which transforms the touring car from the luxury of the few into the vehicle of the many.

Obedient to the law of progression and demand, the first four-cylinder touring car of *unlimited power*, and of a type hitherto sold for twice and thrice as much money, has arrived at a strictly popular price.

That such a car should come was inevitable. That it should arrive so soon is a triumph of American manufacturing methods and a tribute to the far-sightedness of the American people.

The people began to predict its coming in the infancy of the industry. In the last analysis they *compelled its construction*; because the law of public demand *must be obeyed by the manufacturer*. The Cadillac Company realized that inexorable law five years ago, and began then to build, and labor, and plan, to accomplish the seemingly impossible.

Back of this wonderful new car is a million dollar investment in buildings and equipment, all constructed and installed for the special purpose of cutting down the cost of manufacture. When you see the first Cadillac Thirty on the streets of your city you can call it the million dollar car, if you like, because no lesser amount would have made it possible.

Other low priced cars there have been, but *no car like the Cadillac Thirty*, because no other plant in the world is equipped to produce such a car at such a price.

The Cadillac factories were built with the conviction that the automobile has come to stay for all time; that the horse driven vehicle would eventually pass away; and that *the automobile of the future must be a car of universal use and service*, brought down in price by perfect manufacturing methods to the level of every home owning family in the land.

The Cadillac Company five years ago was the first to conceive and carry out the idea of producing a small car at a low price by building in large quantities. Sixteen thousand of these cars were built, and they are all running to-day on the roads and streets of America.

By a logical process of evolution the Cadillac Company is also the first to solve the great problem of producing at a popular price a perfect car of greater size and power, which will go anywhere and do anything any car at any price will go or do.

Judge the new Cadillac Thirty by the same standards you would apply to the highest grade, highest priced cars in America. Expect it to do all that the finest thirty horsepower four-cylinder car you know can do.

We pledge you the word of the Cadillac Company that you will not be disappointed—that you will get \$3,500, yes, \$5,000 worth of service, as it has obtained heretofore, for \$1,400.

We would suggest that you place reservations with your Cadillac dealer, as orders will positively be filled in the rotation in which they are received.

*Deliveries Will Begin October 1st
in Every Leading City in America*

Cadillac Motor Car Company, Detroit, Michigan

MEMBERS A. L. A. M.

New York City—George J. Grossman, Broadway & 51st St.
Brooklyn—J. D. Hourk, 1001 Bed-
ford Ave.

Jersey City, N. J.—Crescent Auto Co.,
2506 Boulevard.
Newark—Motor Car Co. of N. J., 291
Halsey St.

Bridgeport, Conn.—Bridgeport Auto
Co., 685 Fairfield Ave.
Standford, Conn.—Mechanical Auto Co.,
24 Summit St.

How You Can Help Your Dealer

Enable Him to Judge His Probable Demand Intelligently.

We Must "Play Fair" on Orders

The First Ten Thousand Cadillacs at \$1,400 Will Go Without Partiality Where the Demand Develops Earliest and Quickest.

Even with a magnificent sales organization, the task of allotting these first ten thousand Cadillacs is not going to be a simple one.

The first cars will appear July 1st.

Then the huge Cadillac plants, with their million dollar equipment, will begin to labor incessantly at the titanic task of supplying 10,000 people with automobiles at \$1,400 which could not be produced in any other factory to sell for much less than twice the price.

Your agent and every other Cadillac agent in America will be eager to get as large an allotment as possible. Before August it will develop into a scramble.

Your agent needs your help.

Help him to decide whether he needs four hundred or a thousand cars.

No need to commit yourself—only give him a show, so that you won't have to blame him later for disappointing you.

Talk the new car over with him.

Let him tell you all about it and give you the specifications which make it such a Twentieth Century marvel at \$1,400.

Then—if you feel inspired to do so—say to him: "Reserve a car for me, subject to my approval."

You run no risk in that; first, because we give you our word the new Cadillac will be infinitely bigger value than the most we have said of it intimates.

Secondly, your reservation will be subject to your approval.

But it will mean a lot to your agent. It will help him to size up the situation.

It will save him from the folly of ordering in tens when he ought to order in fifties, or fifties when he ought to order in hundreds.

Sixteen thousand Cadillac owners will tell you that you take no chances on any Cadillac promise or any Cadillac product. We keep our word—the Cadillac cars of the past prove that.

And the new Cadillac at \$1,400 will prove it over and over again.